

ORDER

KSNV

Orders

Order / Rev: **101891**
 Alt Order #: **06815349**
 Product Desc: **OCEGUERA 4 CONGRESS**
 Estimate: **1187**
 Flight Dates: **10/16/12 - 10/22/12**
 Original Date / Rev: **05/21/12 / 10/01/12**
 Order Type: **GENERAL**

Primary AE: **Amy McCreary**
 Sales Office: **BLPHI**
 Sales Region: **National**

Agency

Name: **GMMB, Inc./ Washington D.C.**
 Buying Contact: _____
 Billing Contact: _____

 Washington Harbor
 Washington, DC 20007

Billing Type: **Cash**
 Billing Calendar: **Broadcast**
 Billing Cycle: **EOM/EOC**
 Agency Commission: **15%**

Advertiser

Name: **Oceguera for Congress - Revised**
 Demographic: **A35+**
 Product Codes: **PLC02**
 Priority: **SELECT PRIORITY CODE**
 Revenue Codes: **POLITICAL/AGY, PCAN, GEN**

New Business Thru: _____
 Order Separation: **00:05:00**
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	70	\$22,945.00	\$19,503.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	70	\$22,945.00	\$19,503.25	0.00
Totals	70	\$22,945.00	\$19,503.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	20%	\$22,945.00
Market	100%	\$114,725.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$29,828.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$24,092.25
KTUD	1%	\$1,147.25
KVVU	22%	\$25,239.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$11,472.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/WaGM	5-6a		MTWTF--	:30	4	\$135.003		0.00	NM	4	\$540.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--		4		\$135.00		0.00					

Order / Rev: 101891
 Alt Order #: 06815349
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Ocegura for Congress
 Product Desc: OCEGUERA 4 CONGRESS
 Estimate: 1187
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	4	\$135.003		0.00	NM	4	\$540.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					4	\$135.00		0.00			
E 2	KSNV	10/16/12	10/22/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$275.003		0.00	NM	5	\$1,375.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$275.00		0.00			
E 3	KSNV	10/16/12	10/22/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$300.003		0.00	NM	5	\$1,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$300.00		0.00			
E 4	KSNV	10/20/12	10/20/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$225.003		0.00	NM	1	\$225.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$225.00		0.00			
E 5	KSNV	10/21/12	10/21/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$175.003		0.00	NM	1	\$175.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$175.00		0.00			
E 6	KSNV	10/21/12	10/21/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$340.003		0.00	NM	1	\$340.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$340.00		0.00			
E 7	KSNV	10/16/12	10/22/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$150.004		0.00	NM	3	\$450.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$150.00		0.00			
E 8	KSNV	10/16/12	10/22/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	3	\$100.004		0.00	NM	3	\$300.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$100.00		0.00			
E 9	KSNV	10/16/12	10/22/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	2	\$100.004		0.00	NM	2	\$200.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$100.00		0.00			
E 10	KSNV	10/16/12	10/22/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$150.003		0.00	NM	2	\$300.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$150.00		0.00			
E 11	KSNV	10/16/12	10/22/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$100.004		0.00	NM	3	\$300.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$100.00		0.00			
E 12	KSNV	10/16/12	10/22/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$175.003		0.00	NM	3	\$525.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$175.00		0.00			
E 13	KSNV	10/16/12	10/22/12		CM	4-5pm	MTWTF--	:30	3	\$250.003		0.00	NM	3	\$750.00

Advertiser:	Oceguera for Congress
Product Desc:	OCEGUERA 4 CONGRESS
Estimate:	1187

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NEWS 3 at 4 (1 HOUR)											
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$250.00		0.00			
E 14	KSNV	10/16/12	10/22/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	3	\$250.00	3	0.00	NM	3	\$750.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS 4 AT 430P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$250.00		0.00			
E 15	KSNV	10/16/12	10/22/12	M-F Early News	CM	5-630p	MTWTF--	:30	5	\$375.00	3	0.00	NM	5	\$1,875.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$375.00		0.00			
E 16	KSNV	10/16/12	10/22/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	4	\$350.00	3	0.00	NM	4	\$1,400.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					4	\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/16/12-10/22/12		M-F Jeopardy		630-7pm	MTWThF----	:30		(\$350.00)		0.00	NM		
See MG 16.5															
[PGM CHG = JEOP OR WHEEL IN PRIME]															
5	KSNV	10/16/12-10/16/12		Jeopardy in PRIME		M-SA 8-11p / SUN	-T-----	:30		\$350.00		0.00	NM		
Ⓜ MG for 16.1 10/16															
[INV CODE]															
E 17	KSNV	10/16/12	10/22/12	M-F Wheel	CM	7-730pm	MTWTF--	:30	4	\$225.00	4	0.00	NM	4	\$900.00
				M-F Wheel of Fortune											
				WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					4	\$225.00		0.00			
E 18	KSNV	10/20/12	10/20/12	Wknd Jeopardy	CM	630-7pm	-----S-	:30	1	\$150.00	3	0.00	NM	1	\$150.00
				SAT/Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$150.00		0.00			
E 19	KSNV	10/20/12	10/20/12	Wknd Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$135.00	4	0.00	NM	1	\$135.00
				SAT/ Wheel of Fortune											
				WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$135.00		0.00			
E 20	KSNV	10/16/12	10/16/12	Tues PR 8-10p	CM	8-10pm	-T-----	:30	1	\$950.00	3	0.00	NM	1	\$950.00
				Tuesday Prime 8-10pm											
				THE BIGGEST LOSER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$950.00		0.00			
E 21	KSNV	10/17/12	10/17/12	Wed PR 10-11p	CM	10-11pm	--W----	:30	1	\$950.00	3	0.00	NM	1	\$950.00
				Wednesday Prime 10-11pm											
				LAW & ORDER: SVU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$950.00		0.00			
E 22	KSNV	10/18/12	10/18/12	Thurs PR 9-10p	CM	9-10pm	---T---	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
				Thursday Prime 9-10pm											
				THE OFFICE/ UP ALL NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,000.00		0.00			
E 23	KSNV	10/20/12	10/20/12	Sat PR 10-11p	CM	10-11pm	-----S-	:30	1	\$350.00	3	0.00	NM	1	\$350.00
				Saturday Prime 10-11pm											
				LAW & ORDER: SVU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$350.00		0.00			

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Advertiser: Ocegura for Congress
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 Estimate: 1187

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 23	KSNV	10/20/12	10/20/12	Sat PR 10-11p Saturday Prime 10-11pm	CM	10-11pm	-----S-	:30	1	\$350.003		0.00	NM	1	\$350.00
LAW & ORDER: SVU															
E 24	KSNV	10/21/12	10/21/12	Sun PR 10-11p Sunday Prim 10-11pm	CM	10-11pm	-----S	:30	1	\$300.003		0.00	NM	1	\$300.00
LAW & ORDER AFTER NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1		\$300.00			0.00			
E 25	KSNV	10/16/12	10/22/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	4	\$375.003		0.00	NM	4	\$1,500.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			4		\$375.00			0.00			
E 26	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$350.003		0.00	NM	1	\$350.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1		\$350.00			0.00			
E 27	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$350.003		0.00	NM	1	\$350.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1		\$350.00			0.00			
E 28	KSNV	10/16/12	10/22/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$185.003		0.00	NM	3	\$555.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			3		\$185.00			0.00			
E 29	KSNV	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$450.003		0.00	NM	1	\$450.00
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1		\$450.00			0.00			
E 30	KSNV	10/21/12	10/21/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.004		0.00	NM	1	\$4,000.00
SUN NT FB: PITT @ CIN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S			1		\$4,000.00			0.00			
													Totals	70	\$22,945.00